



FOOTBALL
FOR THE GOALS



A Growing Net Zero Sporting Community

Inspired by Football for the Goals - United Nations



DMU is proud to be
the global hub for SDG16



United Nations
Academic Impact



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Our Community

Net Zero Connections

2022 has been a fantastic year of building brilliant global relationships and partnerships.

The launch of The United (UN) Nations 'Football for the Goals' has propelled sustainability into the world of football, and we strive to be the leaders advancing the changes we want to see in our communities.

Through our shared love of sport and our passion to embed sustainable practice into our organizations, a uniquely diverse community has been formed and is optimistic for its future development.

Their ambitions are vast but they find community in their one shared goal – Net Zero.



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What is Football For The Goals?

The Sustainable Development Goals (SDGs) cover all factions of society and require global participation to see through substantial change over the Decade of Action (2020-2030). This requires all countries to be involved in making changes and championing sustainable practices in society.

In its nature, the SDG movement aims to unite people from all backgrounds and sports are one of the most globally unifying communities we have. Through a love of sport, many have been exposed to shared goals and global challenges that by their favourite teams, players, organisations etc illustrating how powerful sports can be in spreading awareness alongside enjoyment.

With this same idea in mind, Football for the Goals (2022) was launched by the United Nations to combine the voice of the UN with that of the football community in efforts to expand the reach of the SDGs.



Background

The clubs and organisations that have formed this growing community span across 5 countries and each engage with sustainable practice in different ways. Their paths are united as they have each worked to better their communities and embed SDG ethos into the fabrication of their organisations.

In recent years, their ambitions have aligned to strive to reduce their carbon footprints, as the climate emergency continues to be a threat to us all. Through the United Nations 'Football for the Goals' the clubs have found community and began working with partners such as De Montfort University to begin the work to decarbonize their clubs and become Net Zero. Others are further along in their journey are excited to help others follow in their footsteps.

So – Let's see what they have been up to and what they plan to work on in 2023



Leicester Nirvana FC

“Creating a dream for net zero and bridging the gap between inequalities and sustainability.”

Leicester Nirvana started its journey in the 80's and has a strong Black and South Asian holding, and as you can imagine, had its fair share of discrimination. With these external challenges, the club has prioritised tackling these issue alongside nurturing young talent and providing a safe space for 1,000 boys , girls and adults.

This steady and consistent work has evolved over the years and inspired the club to broaden their ambitions – they aim to work alongside De Montfort University to become the first Net Zero amateur football club in the UK.



SCORED:

- Tackling discrimination in their community
- Opening a development club to provide more opportunities to young players
- Creating global connections to work on SDGs
- Tackling crime and violence in the community through advocacy

2023 GOALS:

- Teach carbon literacy in Partnership with DMU
- Install infrastructure to promote green ambitions i.e . Growing walls, water fountains, solar panels
- Plant more trees on and around the grounds

Leicester City FC



"Getting our staff and participants down; it creates a real community sense of helping each other and helping the environment."

Leicester City FC a Premier League football club who have a long history of championing the sustainability and community spirit in their City. Over the years the club has strengthened policies and focus to ensure sustainability is being championed both within and outside their walls.

SCORED:

- Sustainable workshops delivered in both primary and secondary schools throughout the year
- New partnership with Utilita Football Rebooted to redistribute second-hand boots around the community to help individuals or organisations without access to football boots, and to prevent them from going to landfill
- 4 e-bikes now in use by staff in scheme with Leicester City Council, with 2 more requested
- Replacement of single-use plastic cups with reusable cups and coasters in the Community Hub

2023 GOALS:

- Start a robust programme of sustainability training for LCitC and LCFC staff
- Support sustainable actions that aid in the cost—of-living crisis (e.g. working to raise the visibility of the Leicester Nappy Library in 2023, to help families with costs of raising children and to reduce the amount of nappies sent to landfill)
- Gain more insight into community perception of sustainability, especially in
- More engagement with the LCFC brand (e.g. more of a sustainability presence on matchdays to engage with 30,000+ fans)

“A Place of Future”

SG Eintracht Peitz is a German amateur football club with over 200 members covering all age groups. They pride themselves on nurturing young talent in their community whilst promoting sustainable development strategies throughout all their work.

The club have been pioneers in finding innovative ways to upgrade to develop their grounds, team and community presence. They use this to inspire clubs and organizations globally to do their part in championing the SDGs

SG Eintracht Peitz



SCORED:

- Germany's first Climate-zero amateur club
- Creating club grounds from wasteland areas reusing land
- Expanding sport options for members - now offer
- karate, volleyball, tennis, gymnastics, dancing, handball and many more
- Using their success in sustainable strategy to offer nationwide and now international support to others

2023 GOALS:

- Conversion to LED, Expansion to LED
- Tree planting with Klimakids
- Development of sports park with sustainable fixtures
- Training the children in sustainable use – create a “Tree Godfather” (Expert)
- Continue making international connections to spread sustainability success

FC Internationale is a German football club that maintains the most teams in the district and covers the entire range of football sports. There are girls, boys, women, men, seniors and seniors up to the 60+ age group. Their passion for diversity and challenging racism and discrimination is a significant part of their sustainable work. With this, FC Internationale underscores its commitment to peaceful coexistence across cultural, religious and ideological borders. The association includes people with roots from over 70 nations. The club's name has become part of the programme, even if there are of course no quotas.

FC Internationale Berlin

"We can no longer change the past. But we can do something every day to shape the future."



SCORED:

2023 GOALS:

- Conducted significant projects with school cooperation, refugee projects or prevention events.
- Removing advertisements from jerseys and adding the inscription 'NO RACISM'
- Successfully combining political awareness with sport to breakdown social barriers and fight discrimination
- Aim to have all age groups compete in the top Berlin divisions
- Continuing to embed fair play into the club ethos
- Doing more work in the community to fight the omnipresent racism in sport and many communities

MIFA Beyond

“To Inspire the generation”



MIFA Beyond is a football association and football club for the wellbeing of Malaysian Indian community football matters and contribute for the nation building initiatives. 'Mifa Beyond' is just not just a slogan but it is a brand name of a noble movement to use football as tool for social development' holistically. The association works on a range of areas including youth, social inclusion, promoting healthy lifestyles, and many more areas of sustainable practices. MIFA aims to provide sustainable programs and guidance for all affiliates to promote an SDG centred culture across Malaysian Indian football.

SCORED:

- Creating inclusive teams to nurture all talent – including youth and women in football
- Providing education and career pathways to close the d
- Hosting festivals and events to merge sports and culture to propel sustainability into more spaces

2023 GOALS:

- To encourage affiliates/Member Clubs to collaborate with local government, NGO's, corporate agencies for better programs, funding and sustainability
- To establish Beyond satellite Centres regionally for talent Development activities
- To attract potential funding and project partners by showcasing well planned and meaningful programs and activities at national and state level.



Yakarr Football Academy



SCORED:

- Creating and working alongside community programs to empower women and girls in The Gambia
- Using SDG framework to educate members to challenge ideas that oppress women and create positive changes in behaviours and attitudes
- Facilitating sustainable event to connect other clubs and communities across The Gambia

2023 GOALS:

- Provide more access to opportunities for women and girls from impoverished communities
- Continue working toward achieving Gender Equality and Empower women's and girls
- Work on nurturing the academy's talent to continue their progress in the leagues

“Leading the way in women’s football development”

Yakarr football Academy is a Female lead football Academy competing in the third division league in the Gambia, newly promoted to second division in the just concluded league. The aim of Yakarr Football Academy is to promote women's and grassroot football. In recent years Yakarr have been working with Young people in their community and The Gambia at large. They use sports to introduce their members about environmental degradation and other issues around them. The academy pride themselves in teaching life skills such as, Respect, Teamwork, Commitment, Gender Equality, Responsibility and cooperation.

FORAM Initiatives



SCORED:

- Initiated The World's Largest Lesson (WLL) is a global project to engage all children in learning about the SDGs and to inspire them for SDGs advocacy.
- Partnered with UNESCO to deliver matches and events to promote SDG advocacy and peaceful political relations
- Conducted several projects to aid with COVID-19 management and health supports during this time
- Spent much of 2022 promoting gender equality and climate justice in all their events

2023 GOALS:

- To be the pioneering centre for the promotion of knowledge and skills on SDGs and sustainable development in general
- Centre will include a library, community cybercafe, football field, garden, poultry farm and much more
- Following the success of international partnerships, FORAM will continue expanding their reach and future partners

“Football energizes us, brings our individual skills together for collective goal”

Since its creation in 2009, FORAM Initiatives has positioned itself as a builder of alternatives for the full empowerment of children, adolescents and young women and men. The organisation contributes to building more peaceful, equal, just, green and sustainable communities where children and adolescents acquire moral and civic values, become autonomous and healthy young adult citizens, capable of building on an equal basis their training and professional integration paths through self-employment by taking full advantage of digital technology, agriculture and the artistic and creative industries.



Working Together to Create a Global Sustainable Sporting Community



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